

GATO

BRAND GUIDELINES

VERSION 1.0
NOVEMBER, 2026
EARLY-STAGE VENTURE INVESTING

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The first check, while the signal is faint. —
Early-stage venture investing

IDEA

WHERE IT SITS



FEELS

attentive · precise · warm-hearted

THE IDEA

A crystal radio finds a faint station with one fine wire touching a crystal: a hairline whisker meeting a solid in the mark, wide panel capitals for the voice, and a tuning-eye green field with one red on-air point.

ONE LOUD THING

The tuning-eye green field; everything else is ink on dial white.

WHERE IT DIFFERS

No early-stage peer owns teal-green (the shelf is amber, orange-red, light green, royal blue and navy) or an instrument-panel voice; Hustle Fund, Afore and Pear all lead with loud warm or lime colour, Precursor and Floodgate with serifs.

THE MARK

The cat's-whisker detector at the moment of contact: the fine wire finds the one live spot on the crystal.

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LOGO

The symbol + wordmark is the primary logo. Use it wherever the space allows; every other version is derived from it.

CLEAR SPACE

Keep at least x = 1 × the wordmark's cap height free on every side. (inferred from the drawing; confirm before print)

- Use the supplied files in kit/logo; never retype or redraw the wordmark.
- Scale proportionally, from the corner.
- The guide lines show the cap height and baseline the lockup is aligned on.



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LOGO

Pick the version by the space, not by taste. When the primary logo would render smaller than 20 px tall, switch to the symbol.



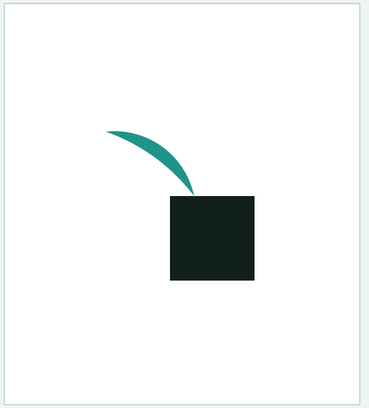
Primary

Horizontal lockup. The default for headers, documents and signage.



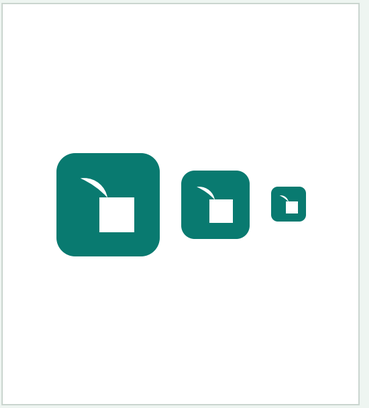
Stacked

For square and narrow spaces where the horizontal lockup gets too small.



Symbol

On its own only where the brand is already named nearby: avatars, app icons.



Favicon

The symbol on the primary colour at 48, 32 and 16 px.



20 px · smallest on screen



7 mm · smallest in print



32 px · symbol



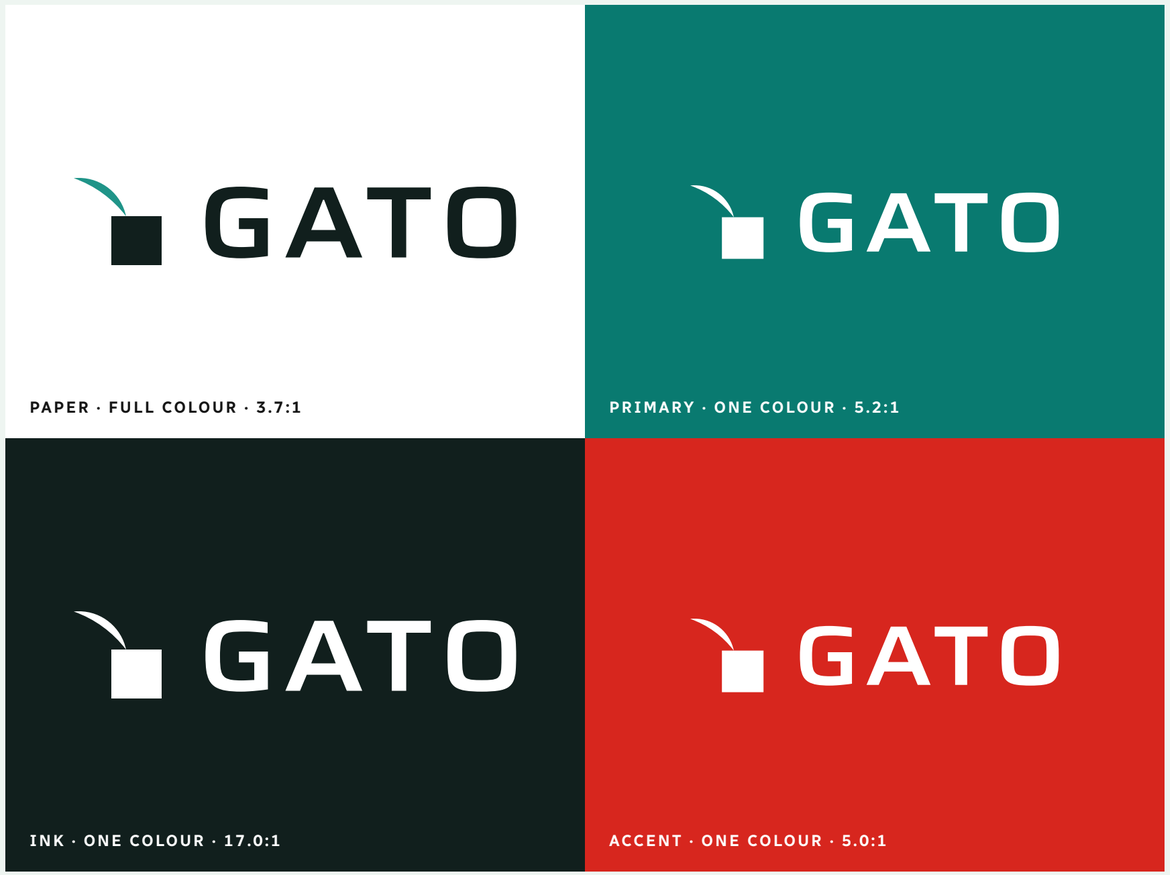
16 px · symbol

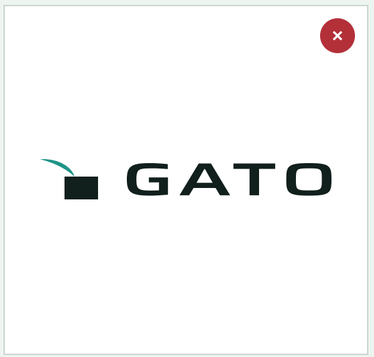
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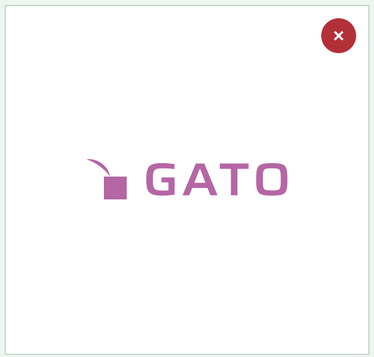
LOGO

Every logo part keeps at least 3:1 against its ground. Where the colours cannot, the logo switches to one colour.

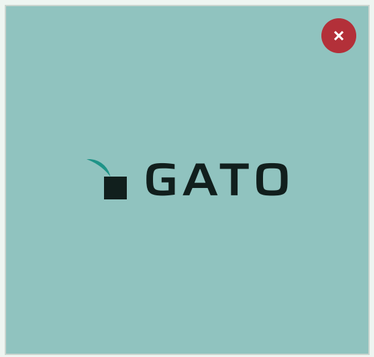




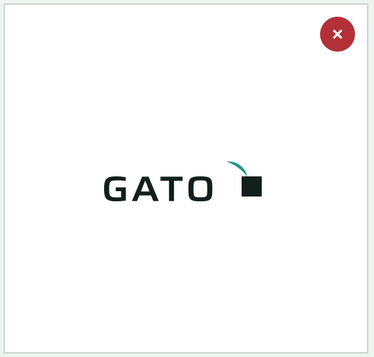
Don't stretch



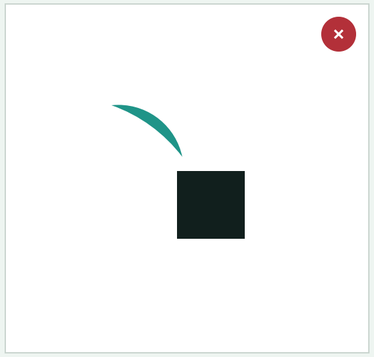
Don't recolour



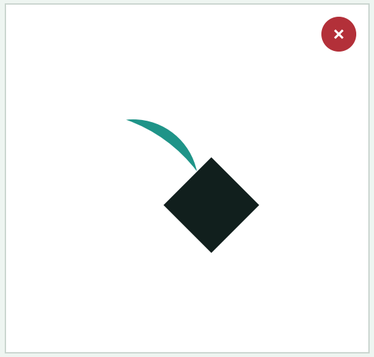
Don't use low contrast



Don't rearrange the symbol and the name



Never lift the whisker off the crystal: the contact is the idea



Never turn the crystal into a diamond: it reads as a kite

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COLOURS

Tuning-eye green on dial white with ink numerals and one red on-air point.

Band heights show how much of each colour a typical page uses. Large areas take the ground and primary; the accent stays small.

PRINT

Screen values are exact. For print, ask your printer for CMYK/Pantone matches made with their profile; the Lab D50 values are the reference to match against.

TINTS

80, 50 and 20% for charts and backgrounds only, never for text.

TUNING GREEN CORE COLOUR · UI #097A70	HEX RGB OKLCH LAB D50	#1F9488 31 148 136 0.60 0.099 184 55.1 -34.5 -3.1	80%	50%	20%
ON-AIR RED ACCENT · SMALL AREAS	HEX RGB OKLCH LAB D50	#D7261E 215 38 30 0.57 0.212 29 47.7 66.2 51.4	80%	50%	20%
INK INK · TEXT	HEX RGB OKLCH LAB D50	#111F1D 17 31 29 0.23 0.020 185 10.4 -6.8 -0.7	80%	50%	20%
GROUND PAGE BACKGROUND	HEX RGB OKLCH LAB D50	#EEF5F1 238 245 241 0.96 0.009 161 95.9 -2.9 1.1			
SURFACE CARDS AND PANELS	HEX RGB OKLCH LAB D50	#FFFFFF 255 255 255 1.00 0.000 0 100.0 0.0 0.0			

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TYPOGRAPHY

Saira for display, Radio Canada for reading (contrast).

ROLE	FAMILY	WEIGHTS	CASE
Display	Saira	500 600	upper case
Text	Radio Canada	400 600	as written

LEVEL	SIZE	LINE	TRACKING	ROLE
H1	64px	1.05	+0.060em	Display
H2	40px	1.1	+0.060em	Display
H3	28px	1.2	+0.000em	Text
Body	18px	1.5	+0.000em	Text
Small	14px	1.45	+0.010em	Text

Features tnum. **Licence** Radio Canada · OFL-1.1 · google; Saira · OFL-1.1 · google.

```
<link href="https://fonts.googleapis.com/css2?family=Saira:wght@500;600&family=Radio+Canada:wght@400;600&display=swap" rel="stylesheet">
:root { --font-display: "Saira", 'Arial Narrow', system-ui, sans-serif; --font-text: "Radio Canada", system-ui, sans-serif; }
```

Saira
Medium 500

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
0123456789

Gato writes the first check, before there is traction to point to.

Saira
SemiBold 600

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
0123456789

Gato writes the first check, before there is traction to point to.

Radio Canada
Regular 400

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Gato writes the first check, before there is traction to point to.

Radio Canada
SemiBold 600

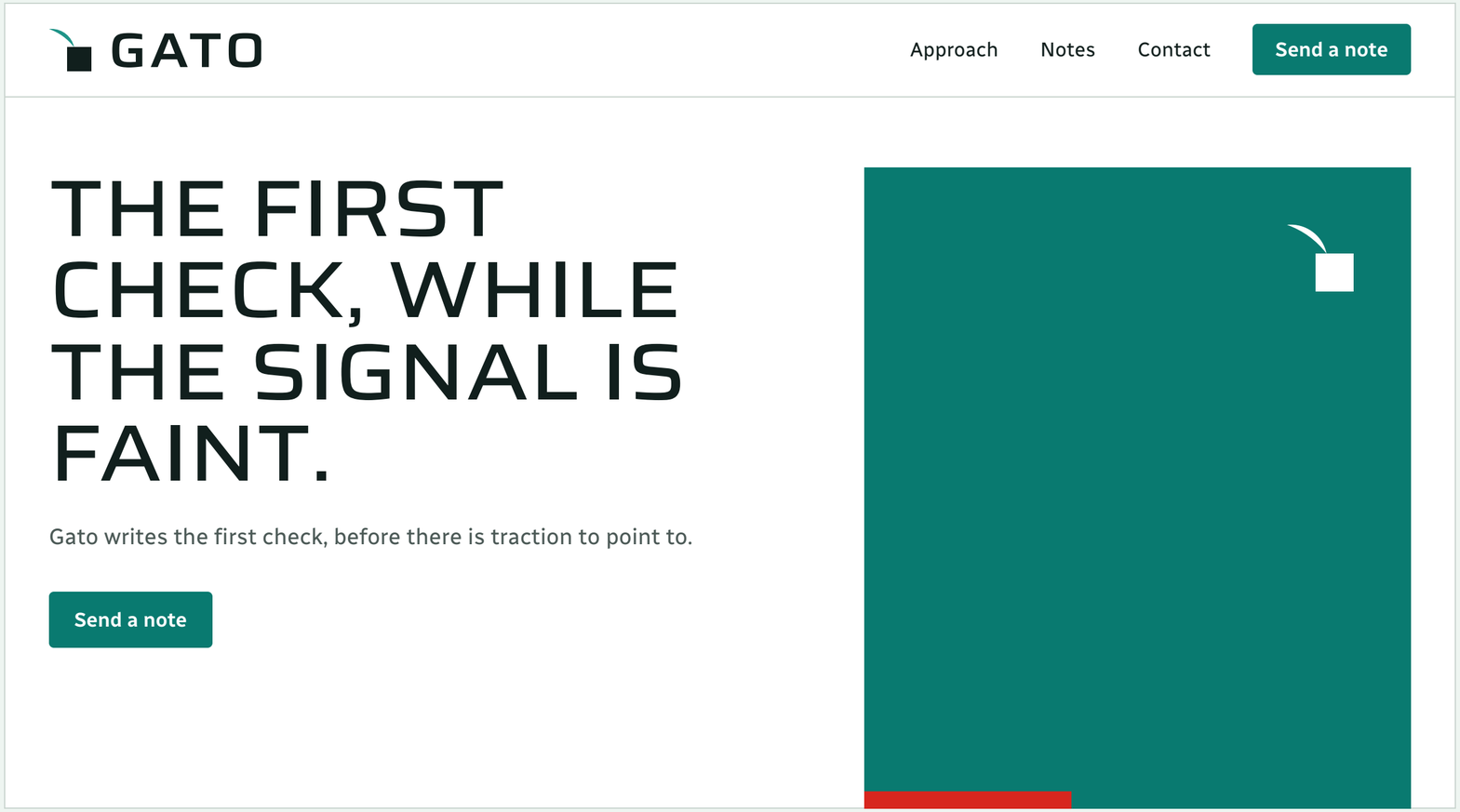
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Gato writes the first check, before there is traction to point to.

Aa Aa Aa Aa

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IN USE





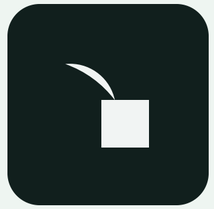
BUSINESS CARD · FRONT



BACK · 85 × 55 MM · SAMPLE DETAILS



AVATAR · CIRCLE



APP ICON · DARK

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GRID

12 COLUMNS · 24 PX GUTTERS · 48 PX MARGINS

THE FIRST CHECK, WHILE THE SIGNAL IS FAINT.

Headlines start on column 1; body copy runs 5 to 7 columns wide. Big titles may hang into the margin by their side bearing only.

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DARK MODE

In dark mode the ground is #071210; text and the primary move to their dark-mode steps. The logo uses the one-colour light version.

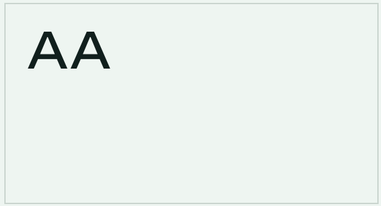


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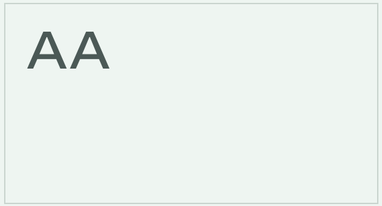
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CONTRAST

Body text needs 4.5:1, large text and logo parts 3:1 (WCAG 2.2). Every pair shown here is measured from the palette.



light · Ink on Ground · **15.3:1**



light · Muted ink on Ground · **6.6:1**



light · On primary on Primary · **5.2:1**



light · On accent on Accent · **5.0:1**



dark · Ink on Ground · **17.2:1**



dark · Muted ink on Ground · **7.4:1**



dark · On primary on Primary · **5.1:1**



dark · On accent on Accent · **5.8:1**

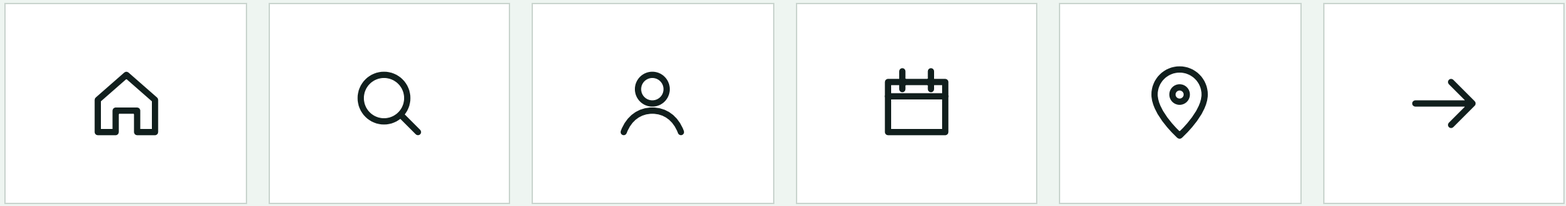
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ICONS

Placeholder icons, not drawn for this brand. Draw the brand's own set to the rules on the left.

- 24 px grid, 2 px padding, 1.75 px stroke.
- Round caps and joins; no fills except for a selected state.
- Icons take the ink or primary colour, never the accent.
- Sample set shown in the system style; draw new icons to match.



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IMAGERY

Not defined in this kit: the panels show colour treatment only, and the rules are a starting point to replace with the brand's own.

- Real people, real places; natural light.
- Duotone in the primary and ink for backgrounds behind text.
- The accent appears in pictures only where it already exists in the scene.
- No stock clichés: no handshakes, no glowing orbs.



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